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## **Vietnam**

**Post:** Hanoi

## **Tet Holiday Sales Alert - Including Delivery Dates in Contracts**

### **Report Categories:**

Market Promotion/Competition

Food and Agricultural Import Regulations and  
Standards - Narrative

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### **Report Highlights:**

With the Vietnamese Lunar New Year or “Tet Holiday” fast approaching, the Office of Agricultural Affairs would like to encourage U.S. exporters to include firm delivery dates in their contracts with Vietnamese importers so as to better facilitate the trade in food and agricultural products ahead of the

Tet Holiday.

**Summary:** Every year, approximately six to ten weeks before the Tet Holiday, imports of food and agricultural products, especially consumer-oriented dried fruits, nuts, and snack foods surge in anticipation of the Holiday's festivities. Many Vietnamese importers sign larger than normal contracts during this time in anticipation of increased sales of consumer-ready goods. In previous years, importers have reneged on contracts for goods that arrived in Vietnam either too late before or after Tet for fear that they would not be able to sell the goods during the prime sales period just before, or just after the Holiday.

The Offices of Agricultural Affairs in Hanoi and Ho Chi Minh City encourage U.S. exporters to specifically ask if the product they are shipping to Vietnam during this time is for sale before the Tet Holiday and if so, stipulate a delivery date in the sales contract for the consignment. This provision will help clarify the expectations of Vietnamese importers and should limit the amount of consignments that are not accepted due to being delivered too close to the Tet Holiday. Another factor to consider when shipping products close to the Tet Holiday is that government and businesses in Vietnam slow down considerably approximately 2 weeks before and do not resume full operations until about 2 weeks after the holiday, so customs clearance takes longer than expected during this period.

In 2015, the official Lunar New Year or Vietnamese Tet Holiday is from Wednesday, February 18 to Tuesday, February 24, 2015. The Government of Vietnam may give government officials additional days off during those two weeks. This includes officials working in Ports of Entry.